

BOOKS

Standard Authors in Sets.
George Eliot's Complete Works, 8 volumes, price \$7.50.
Sir Walter Scott's Complete Works, 25 volumes, \$25.00.
Thackeray's Complete Works, 10 volumes, \$10.00.
Victor Hugo's Complete Works, 8 volumes, \$10.00.
Dickens, Crowell edition, 15 volumes, \$17.50.
Dickens, Lippincott edition, 20 volumes, \$25.00.
Illustrated, handsomely bound, printed on best paper, clear type.

HARRY T. HOWLAND.
Manager, De Luna Book Store,
De Luna St. Phone 1491.

IMPORTED OLIVE OIL.

at Stagno Bros.
Just received the largest shipment of Olive Oil ever received in this port. Imported by us direct from Genoa, Italy, by S. S. Florida.
The famous "Maria Brand," of which we are the exclusive importers and agents for the South.
Call on us, or phone 963.

Stagno Bros.

617-619 South Palafox St.
Exclusive Importers of Olive Oil in this City.

G. NERI'S ICE CREAM.

Everyone on the Gulf coast knows about it. Call on him at 116 North Palafox, or phone 602.

Name
Address
Appointment

Since advertising the advantages of electric lighting over any other form of lighting, we have had many people tell us they would use electric lights but "their houses were not wired." If you are the owner of a house and you want to use electric lights but you cannot because you are minus the wiring—sign your name to this coupon, cut it out and send it to us. We have a plan that will help you to have electric lights in your house.

Pensacola Electric Co.

Makers of Light and Power.
Main Offices, 9 and 11 W. Garden St.
TELEPHONE 106.

Every Medicine Advertised in This Paper For Sale at CRYSTAL PHARMACY.

Fancy Waistcoats

No man can have too many Fancy Waistcoats. They give new life and character to every suit he owns.

If you select one from our superb line, you will be certain that the style both of the pattern and the cut is correct in every little detail.

White Vests, \$1.25 to \$3.50.
Fancy Vests, \$2.50 to \$4.00.

H. O. ANSON

CASH CLOTHIER

Cor. Palafox and Main Streets.
Phone 297. Pensacola, Fla.

CANDIDATES MUST ALL PAY CASH IN ADVANCE

The One Rule Will Apply to Everyone, No Matter Who He Is.

THE USUAL SARCASTIC COMMENT IS EXPECTED, BUT THE RULE WILL NEVERTHELESS BE ENFORCED AND ALL MUST ABIDE BY IT.

Now that the campaign is coming on, The Journal wants to say a few direct things to candidates and prospective candidates, so that no misunderstandings or hard feelings may crop out for want of information on the part of the candidates themselves. What The Journal wants everyone to understand, plainly and definitely, is just this:

Every candidate must pay CASH IN ADVANCE for every line of advertising he uses in The Journal.

This rule will apply to everyone, no matter who he is or how good his credit is.

Candidates' announcements and all advertising must be accompanied by the cash when the copy is sent in. No announcements will be received over the telephone because money cannot be sent that way, and the announcements and money must come together. Therefore it does not matter—

How much money you have,
How good your credit is,
How well we know you,
How much business you may have done with The Journal in the past.

Whether you have an account with the paper for your regular business or not.

Whether you are a friend or an enemy of this paper.

Or what your rank, condition, and prospect in life may be—

You must positively pay cash in advance for your political campaign advertising.

The Old Story.
Every year numerous candidates get mad or take offense because The Journal insists on having its money when it wants it. Every time that happens—and it happens in every campaign—someone gets insulting or sarcastic or both, because he is not permitted to dictate the terms on which his advertising shall be paid for.

"What is the matter? Do you think I'm going to leave town?" "Isn't my credit good?" "Have you ever lost any money on me?" "Mighty particular about your money, ain't you?" "Get tight independent, huh? Well, I don't have to use your paper."

All these, and kindred and sundry other remarks are what the business office hears all through the campaign, and The Journal expects to hear the same things this time.

One Rule for All.
But nevertheless this rule of cash in advance will be observed and will be applied to all. If the candidate hasn't the money before-hand, then his advertisement can wait until he gets it. If he thinks his high sense of honor or his pride are above such petty things as paying cash for what he buys, then he will have to wait until he feels fit to come down to the business office and pay his money like a man without sending insulting messages or making sarcastic personal remarks about the rules that other less particular people are glad to observe, then The Journal will somehow have to worry along without the distinction of carrying his advertisement.

It would be better, however, for us all to be friends, and for everyone to agree to do business on business principles. The Journal trusts that candidates and others having political advertising will look at it in this light.

Chamberlain's Cough Remedy a Favorite.
"We prefer Chamberlain's Cough Remedy to any other for our children," says Mr. L. J. Woodbury, of Twinning, Mich. "It has also done the work for us in hard colds and croup, and we take pleasure in recommending it." For sale by all druggists.

PETITION IN BANKRUPTCY

Creditors Ask That W. C. Norman Be Declared Involuntary Bankrupt.

Creditors in this city of W. C. Norman yesterday filed a petition in the United States court in which they ask that W. C. Norman, for many years one of the largest liquor dealers in the city, be declared an involuntary bankrupt. This action followed the filing of many suits in the state court.

The petition is signed by A. Greenhut, Pensacola Gas company and the American National bank.

Mr. Norman is not now engaged in business, the saloon at the harbor shop, No. 204 S. Palafox, or his barber shop, No. 204 S. Palafox, having been placed in the hands of a receiver and later sold by order of the court.

We beg to announce to the ladies that we have secured the services of Miss Nellie Bykers, of Atlanta, Ga., who is an experienced expert manicurist, hair-dresser and masseur. She will be pleased to serve the public at our harbor shop, No. 204 S. Palafox, or special engagements can be made for those desiring her services at their residence. Phone 1473.

COLLINS BROS.

A PENSACOLA PUBLICATION

The "Link," a New Trade Paper by G. A. Waterman and A. R. Beck.

The "Link" is the name of a new Pensacola trade publication "between wholesaler and retail dealers," which made its appearance yesterday. It is published by the Link Publishing Company, with G. A. Waterman, editor, and A. R. Beck, business manager. Its business office is 210 Blount building. Of its mission, the new publication says:

Why the Link Should Be Strong.
"In making its 'bow' to the public, the average publication gives as its reason a desire to serve the interests that it purports to represent."

"This is going to be a business publication, a trade magazine. We come into journalistic life as a matter of business. We intend to make a success of our existence. We cannot do so unless we do properly serve the interests to which we appeal for that monetary assistance without which we cannot be of service to anyone, and we do not expect that supporting assistance unless we prove worthy of it."

"Our aim, then, is to be what we purpose to be—a magazine that will be in verity a link between the retail and the wholesale aspects of every line of industry and commerce affecting this part of the country. We purpose to make the link consist of a mixture of useful information and data, and such current business news as is of interest and importance to our readers. Editorially, we shall try to suggest to the minds of business men whatever we deem worthy of their consideration, whether it have to do with the details of their own lines of business or the details of other lines, or whether it has to do with the broad, elastic principles that underlie all sound commercial life."

"Politics and labor we shall avoid except when, in our judgment, the relation of special labor or political conditions to business interests demands our attention."

"Business is, of necessity, more or less cold-blooded—but no business is properly conducted unless it be in accordance with general principles, and these are always the same—reason and philosophy. The business man who loses sight of principles and general welfare, becomes only a money-maker, not a commerce-maker. The business that is not so conducted is a business evil."

"Our purpose, then, as a link between the wholesaler and the retailer, and our purpose as a general industrial and trade publication, is to promote business accord and general commerce by reducing the friction that occasionally occurs when the interests of the moment seem to clash; to strive to offer at all times such general advice, as well as specific information, as can be advantageously applied by business men."

The first issue of this new publication is a handsome one, and it contains a great deal of interesting matter and a large showing of attractive advertisements. It ought to prove a paying and valuable venture.

Why Suffer?

If you suffer from any cause, Dr. Miles' Anti-Pain Pills will relieve it—and leave no bad after-effects. That's the important thing. Neither do they create a habit. More often the attacks become less frequent, or disappear altogether. Dr. Miles' Anti-Pain Pills have no other effect except to relieve pain and quiet nervous irritation.

"We are never without Dr. Miles' Anti-Pain Pills. My husband and son, aged 15, were always subject to sick headache until we began using these Pills, and they have broken them up entirely. Don't think they have had to use them for six months. I recommend them to every one. A few weeks ago I heard an old lady friend was sick. I went to see her. She was down with a headache, nearly crazy with awful backache. I gave her one of the Anti-Pain Pills and left another for her to take in a short time. They helped her right away, and she says she will never be without them again. Last winter my husband was taken with pleurisy on both sides, and I know he would have died if it hadn't been for the Pills. In less than half an hour he was sweating, and went to bed and next morning he was well."

Your druggist sells Dr. Miles' Anti-Pain Pills, and we authorize him to return the price of first package (only) if it fails to benefit you.

Miles Medical Co., Elkhart, Ind.

KNOWLES BROS.

Insurance
FIRE, LIFE, ACCIDENT, MARINE.
General Agents of
The Equitable
LIFE ASSURANCE SOCIETY OF NEW YORK
209 South Palafox Street.

ENGLAND SAYS NO ALUM IN FOOD

and strictly prohibits the sale of alum baking powder—

So does France
So does Germany

has been made illegal in Washington and the District of Columbia, and alum baking powders are everywhere recognized as injurious.

To protect yourself against alum, when ordering baking powder,

Say plainly—

ROYAL BAKING POWDER

and be very sure you get Royal.

Royal is the only Baking Powder made from Royal Grape Cream of Tartar. It adds to the digestibility and wholesomeness of the food.



MASKS OF ALL KINDS FOR MARDI GRAS

Also novelties of every description. See them now. Masks 5 and 10 cents.

Confetti in abundance.

Coe's Book Store.

BRENT BUILDING,
Phone 235, Pensacola.

Notice to the Public

Every one interested in street lighting is invited to inspect the exhibition of the Welsbach system now on display on Baylen street from Chase to Wright streets, inclusive.

The street lighting contracts of the past 5 years are about to expire, and bids are now in the hands of the board of public works for the renewal of the contracts.

The bid for Welsbach street lights is \$26.00 each per annum for 200 or more lamps. This price permits of locating three Welsbach lamps in each block to equal the cost per block of the next best system of street lighting.

We claim that with three lamps per block (or equal cost per block) there will be practically no shadows, which constitutes good and efficient illumination rather than bright spots at the corners, darkness between and therefore strong contrasts in lighting effects.

Also we claim ornamental lamps with neat street signs of cut glass on lamps at all intersections; a reliable service during storms, and altogether the most up-to-date street lighting service now on the market.

As public money is to be expended for this lighting the public should be posted and aid their officials in selecting the best.

Our confidence in our light prompts this practical demonstration free of cost to the city and all are earnestly requested to take the trouble to make the inspection.

Respectfully,
Pensacola Gas Co.,
By C. F. Zeek, Supt.

Seasonable Goods at This Store

We make a specialty of Imported Goods, and we have now on hand a fresh shipment of
Fish Roe, at 25c per lb.
2-lb. Boxes Fine Bonbons, at 75c box
Fruit Cake, 25c per lb.
We also handle Coffees, roasted and ground by Gulf City Coffee Co.,
Oaxaca, very fine 35c per lb.
Diamond Blend 25c per lb.
Gold Standard 25c per lb.
16 to 1, 1-2 lb. pkg. 20c per lb.
Golden Rio, 1 lb. pkg. 20c per lb.

Marine Grocery Co.

STAPLE, FANCY GROCERIES
604-606-608 So. Palafox.
PHONE 725.
If It's In the Grocery Line, We Have It.

SOUTHERN BRICK CO.
(Manufacturers of)
BUILDING AND FIRE BRICK.
Office 412 Thiesen Building
Pensacola, Fla.
Phone 597

THE EVIDENCE IS CONCLUSIVE

A Good Judge will recommend BALLARD'S SNOW LINIMENT

IT POSITIVELY CURES Rheumatism, Cuts, Burns, Bruises, Sprains, Corns, Sifted Joints and all the ills that Flesh is Heir to.

G. W. Wallace, Cripple Creek, Colo., writes: "I have used your liniment in a severe attack of Rheumatism caused by cold and exposure to the weather. Two applications relieved me and I recommend it highly."

PRICE 25c, 50c, \$1.00
BALLARD'S SNOW LINIMENT CO.
St. Louis, Mo.

Sold and Recommended by
W. A. D'ALEMBERTIE
Druggist and Apothecary,
121 South Palafox Street, Pensacola, Fla.

NOTICE.

Special attention is hereby called to the fact that the registration books of the county will be opened from the 21st day of March to the 15th day of April, 1908, for the purpose of qualifying all parties entitled to registration for the primary to be held on the 19th day of May, 1908. All parties are also earnestly requested to see registration officer and procure necessary transfer, owing to the fact that the several city precincts have been changed. A. M. McILLAN, Clerk Board County Commissioners.